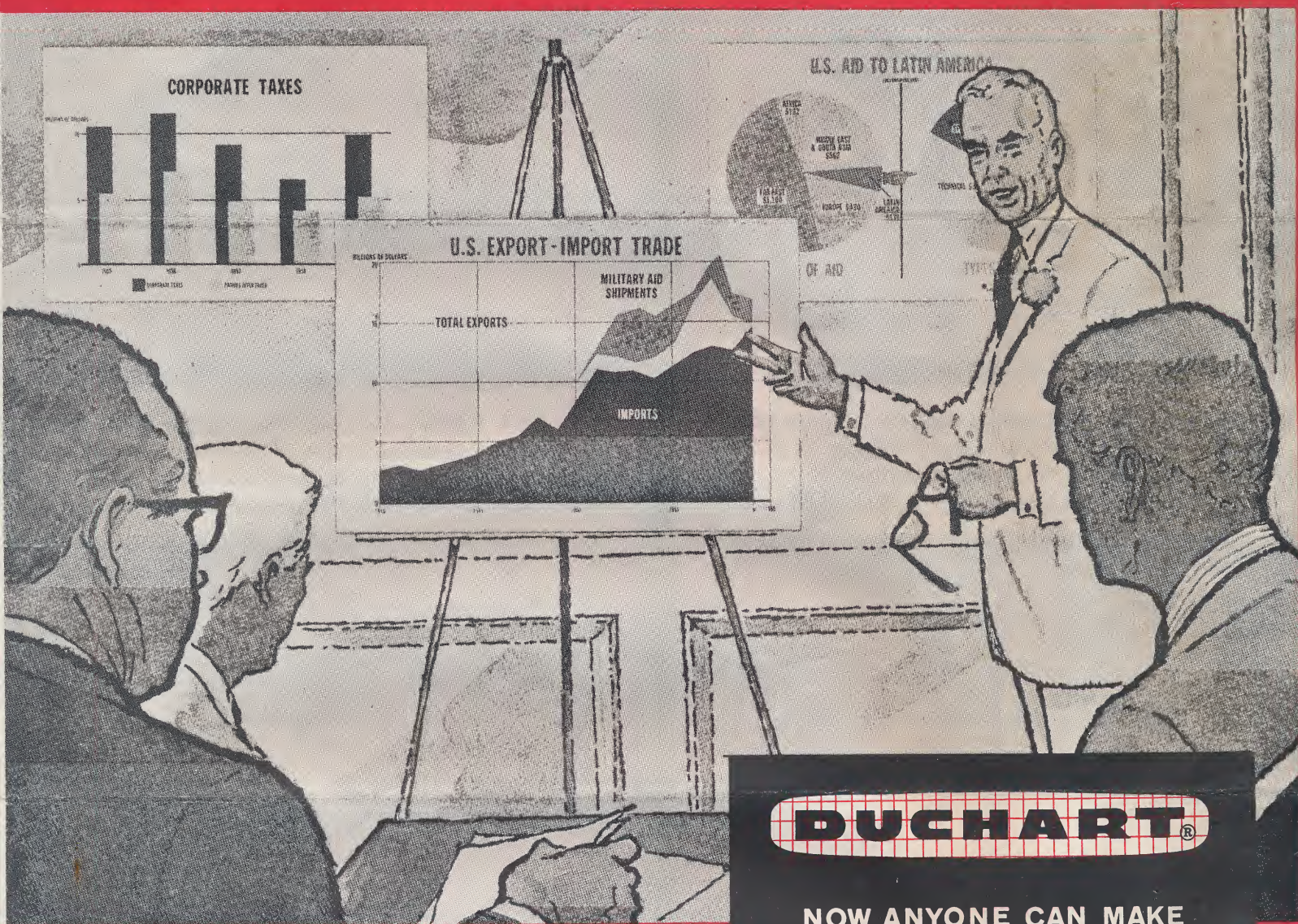


# CRISP, CLEAR, EXPERT CHARTS WITHOUT "ARTWORK"



**ANY SIZE—FOR ANY USE—  
COLORS OR BLACK AND WHITE**

The charts shown above were made by the revolutionary Duchart system...without artwork...by a typist who had never made charts before! Charts of almost any size, any kind, in colors or black and white, can be made this new way—at any desk or table, by any employee. Charts help you manage, control, inform, convince, make decisions, sell, as nothing else can. Now you can get charts easily, made fast, at low cost.

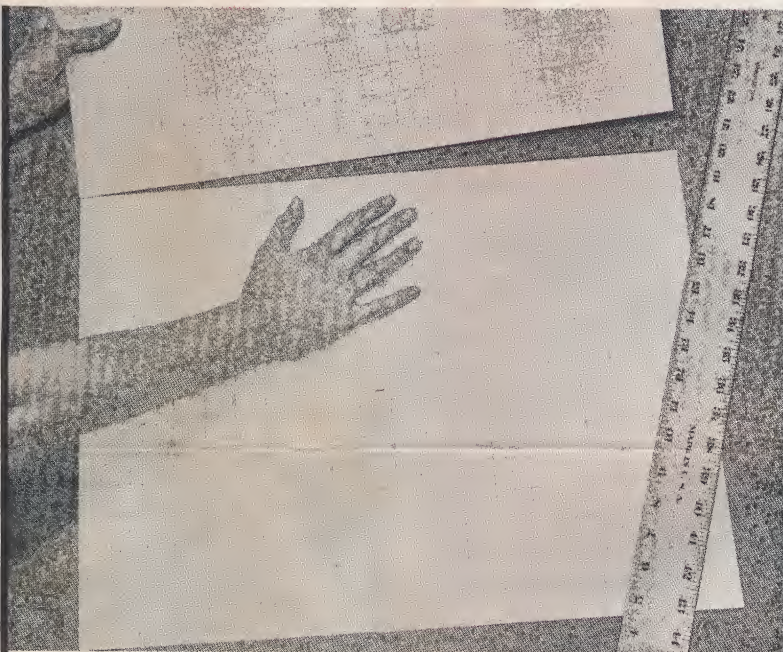
**DUCHART®**

**NOW ANYONE CAN MAKE  
"PROFESSIONAL" CHARTS  
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MEETINGS – DISPLAYS  
PRESENTATIONS  
SALES RECORDS  
TEACHING – SLIDES  
REPRODUCTION**

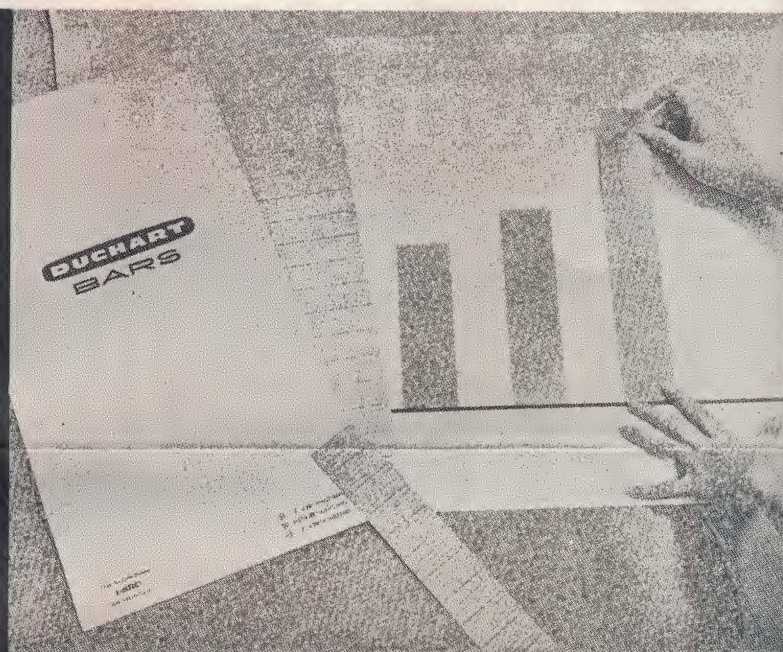


# Get the chart you want, when you want it

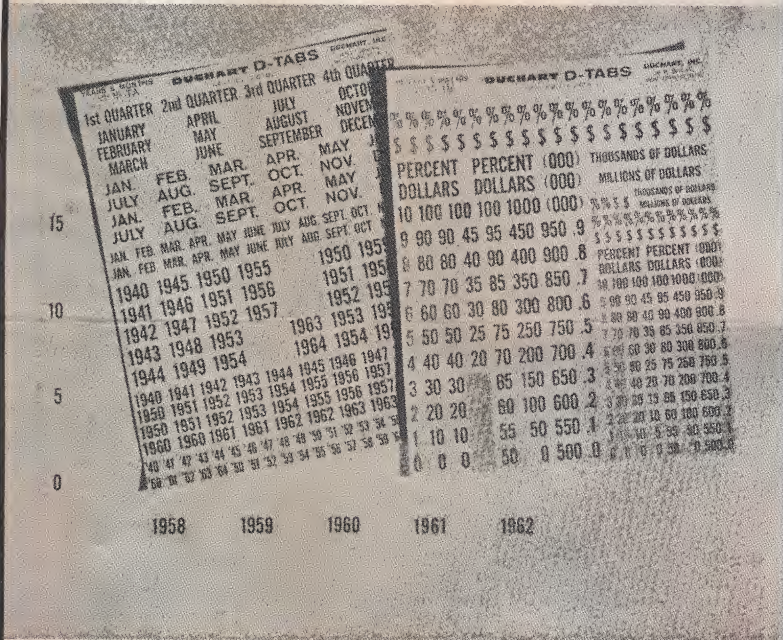
with these DUCHART ready-to-assemble materials...



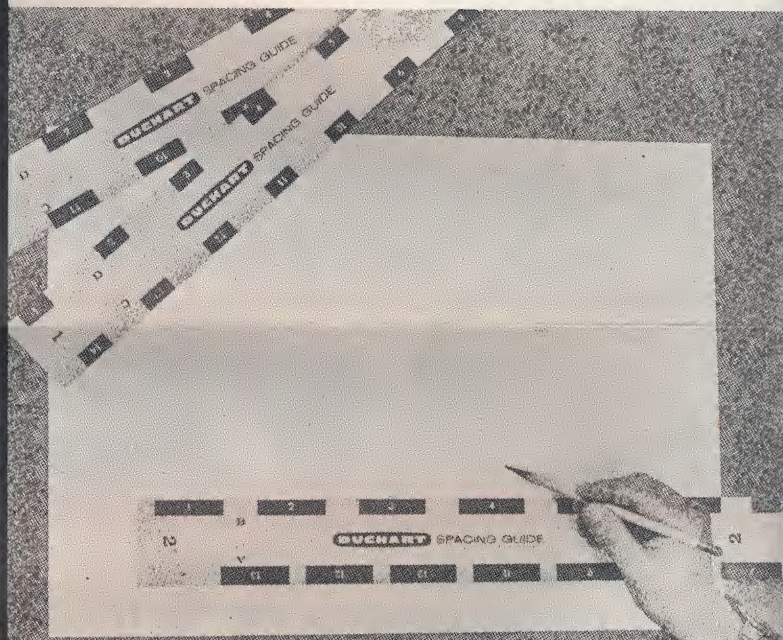
**DUCHART BACKBOARDS** are ready-ruled either faintly or to show — eliminate most ruling by hand. Die-cut to a basic 15" x 20" module, they can be joined to form larger sizes . . . even to cover a whole wall!



**DUCHART BARS** come ready-cut in handy form. Far easier, faster and crisper looking than drawn, painted or tape bars. Many colors, plus black and white patterns. All are scaled on the back for accurate cutting.



**DUCHART D-TABS** give you years, months, figures, many often-used words on self-adhesive tabs — all ready to put in place. They save hours, look better than hand work . . . are uniform from chart to chart.



**DUCHART SPACING GUIDES** and Selector make chart lay-out foolproof and incredibly fast. Out goes all measuring, all arithmetic, all trial-and-error positioning. Shows spacing for bar or profile charts instantly!

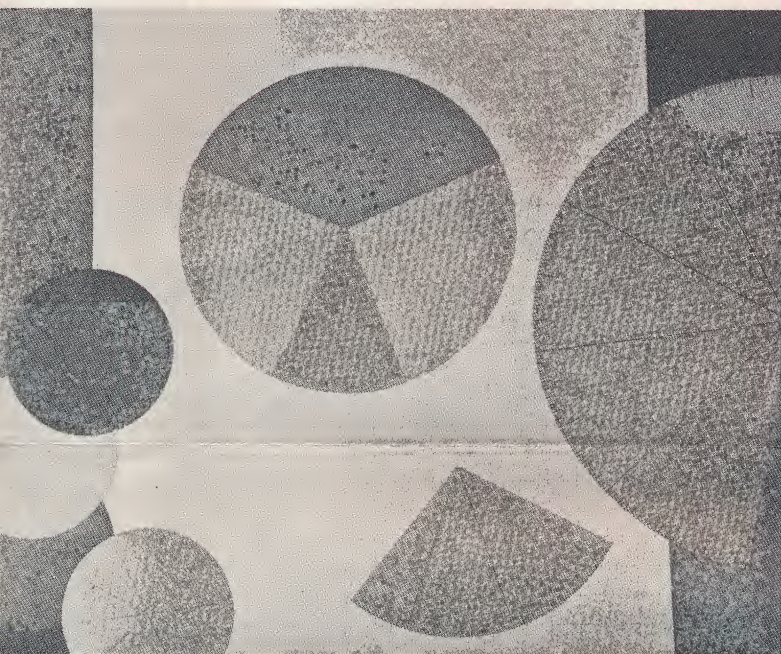
**DUCHART**

materials make any type of chart

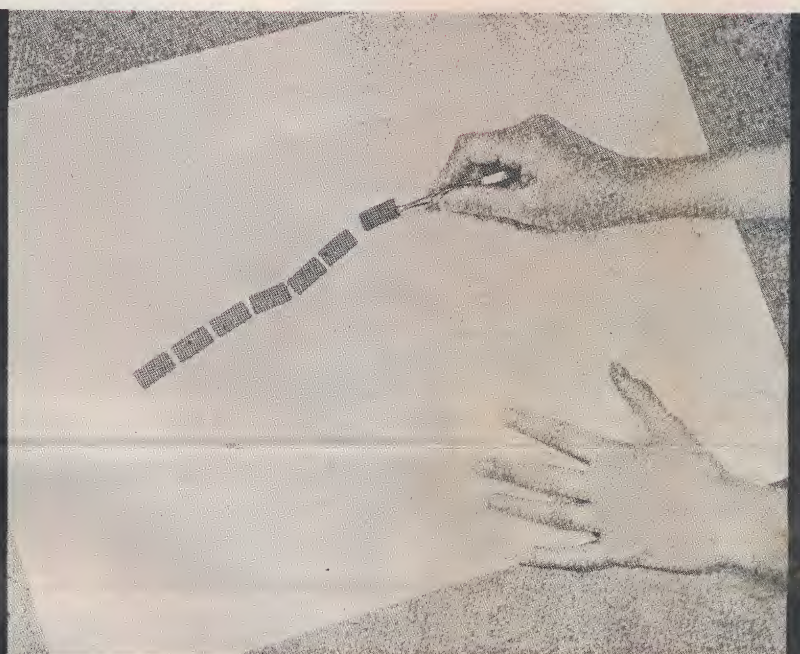


# I want it...made by any employee

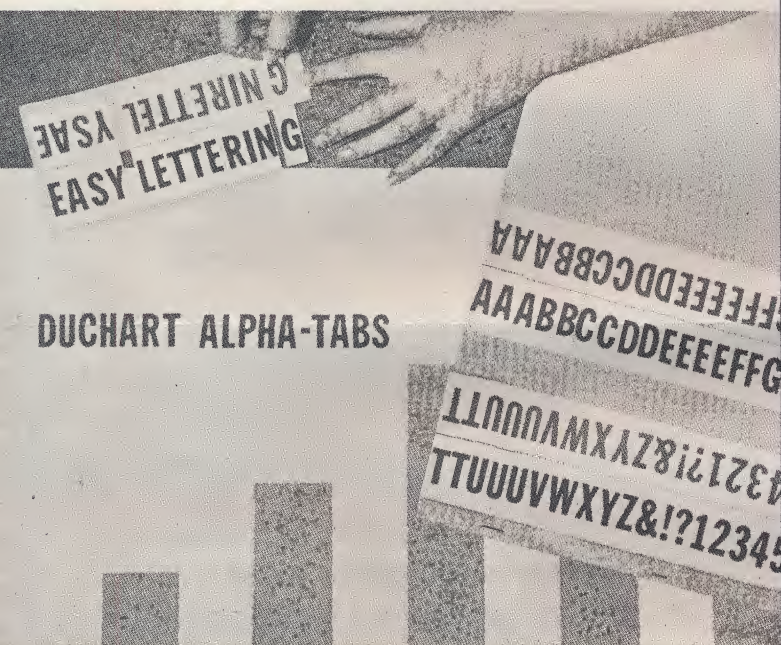
a complete, co-ordinated system. Fast, easy, low-cost!



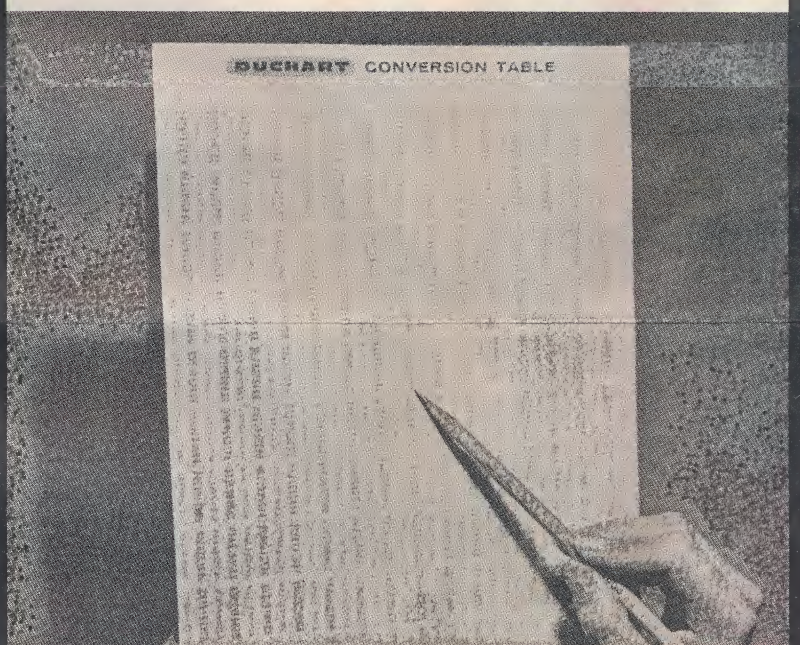
**DUCHART PIES** come in matching colors, in various sizes. Percentage-scaled on the back to eliminate figuring. Now at last pie charts are really "easy as pie." Just assemble segments sandwich-fashion.



**DUCHART D-DOTS** help you make handsome, highly visible line charts with new speed and accuracy. Self-adhesive, yet can be lifted to correct error. Choice of colors and sizes to give charts new sparkle.



**DUCHART ALPHA-TABS** lettering looks like printed-on titles and legends at a few feet. Easy and fast to use, it makes hand lettering unnecessary, and is uniform from chart to chart as hand lettering seldom is.



**DUCHART CONVERSION TABLE** lets you convert numerical or percentage values to Duchart bar scales, instantly. Simple to use, it eliminates the usual "figuring", saves time, prevents errors. Instead of arithmetic, just read the table!

## e of chart...color or black and white...any size

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**DUCHART MANUAL** illustrates dozens of kinds of charts in a few pages — gets you off to a flying start in selecting and ordering what you need. It's so easy to agree: "Make one like this." Only \$2.75 or FREE with "A-V2" Kit.



Now anyone can make charts . . . at any desk or table, with only rule, razor blade, and jar of cement. Just assemble!

## ***A small investment puts this system to work for you!***

You can start using the Duchart system for almost a "petty cash" outlay. There are no complicated machines or elaborate fixtures . . . just a small package of ready-to-use materials, plus time-saving devices. Keep them on a shelf, or in a cabinet or closet; use them at any convenient desk or table. Investment is so small each department can have its own supplies.

## ***Make your first charts the same day your order arrives***

We provide clear, tested instructions. Any one can get familiar with Duchart materials and methods in a couple of hours . . . and turn out "professional" charts right away.

*Place your first order now. Start using modern visual methods, this new, easy way.*



## **TYPICAL COMMENTS FROM USERS**

Advertising Executive

"I've begun using charts the way I have long wanted to. My secretary has made some right at her desk. Your system makes charting easy and effective . . . have received many complimentary remarks."

Head of art dept. studio

"Just put through a batch of 15 charts using Duchart materials. Your methods greatly simplify and speed the job. We particularly like the way all the figuring is eliminated."

Statistician

"Directions were easy to follow . . . results excellent."

Visual aids expert

"Took less than half an hour making simple bar charts."

College teacher

"Your system is ideally suited to a teacher's needs."

# **DUCHART**

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**COMPLETE DUCHART "A-V2" KIT PLUS MANUAL \$49.50!**



# NEW

For selecting and ordering charts...

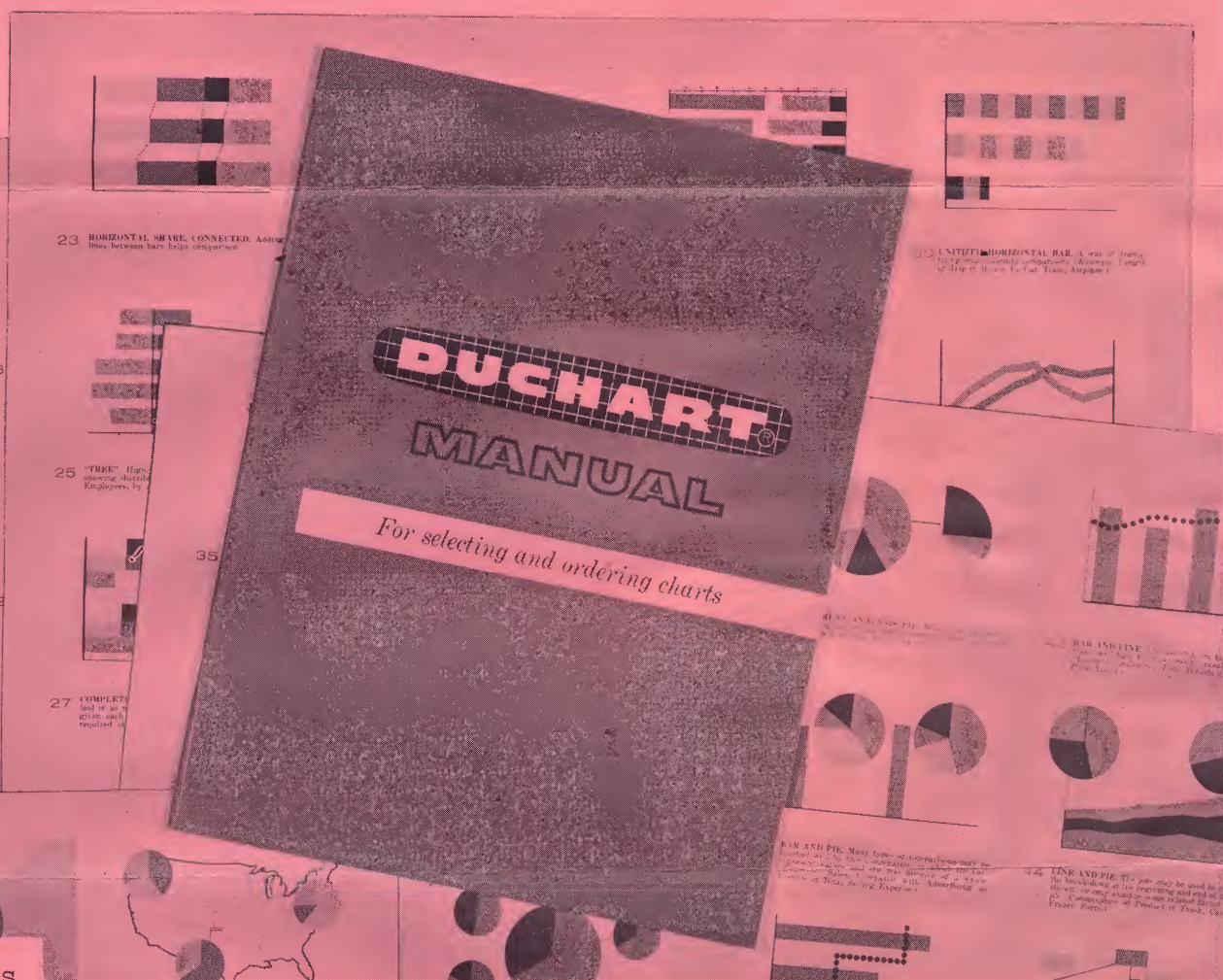
# Duchart Manual



to help you

- 1 Choose the most suitable type of chart for your need
- 2 Visualize your chart in advance

- 3 Order the chart you want without error or confusion by showing exactly what you want



## Readers' comments

"Brilliant! A full course on good use of charts in 24 pages." "Wonderfully useful!"

Suggestions on choosing the best type of chart

Ten "Do's" for best results

The 5 most commonly used types of charts

Typical forms of charts to help your choice

Vertical bars

Horizontal bars

Line charts

Pie charts

Combination charts, special types

Some more elaborate forms of charts

Choosing colors

Tips on good charting

Index treatment

Base line treatment

Legend treatment

Preparing charts for reproduction

Preparing charts for slide projection

Teaching aids, sign and display use

Checklist for ordering charts

## CONTENTS

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# THIS BOX MAKES CHARTS

## FAST—EASILY—ANYWHERE

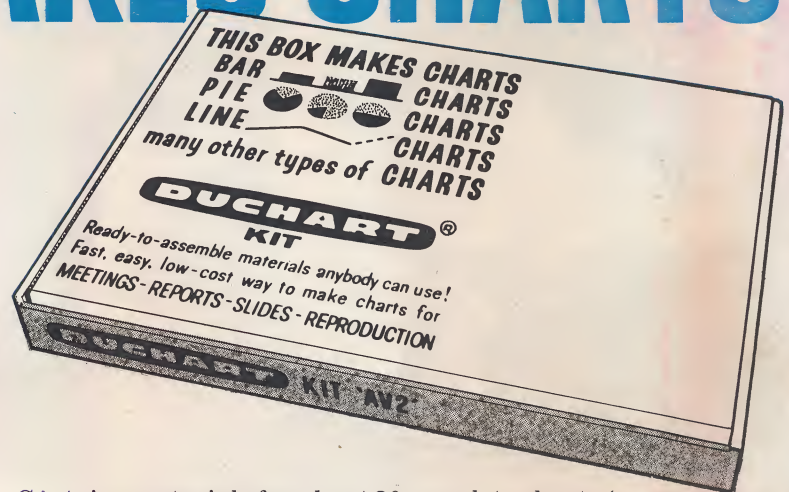
No need to draw, paint, rule, measure or calculate. Just assemble Duchart ready-to-use materials, and use exclusive Duchart methods that eliminate almost all of the usual "figuring." Anyone can make charts this new way, fast and easy—at any desk or table. Full instructions included!

# DUCHART®

## "A-V 2" KIT—ONLY \$49<sup>50</sup>



Now anyone can make charts . . . at any desk or table, with only rule, razor blade, and jar of cement. Just assemble!



Contains materials for about 20 complete charts (more or less, depending on size and type), plus Duchart Manual, and time and work-saving Duchart aids. Replacement materials available at low cost.

## GET FINE CHARTS—FAST!

- **BIG OR SMALL** (almost any size)
- **COLORS OR BLACK-AND-WHITE**
- **ALMOST ANY TYPE**  
Bar, Pie, Line, Profile, Progress, etc.
- **FOR ALMOST ANY USE**  
Meetings, Conferences, Selling, Display, Control, Wall, Presentations, Reports, Publications, Slides, Teaching, Training, Television

## ANYBODY CAN DO IT!

Complete, tested, clear instructions included. An hour or two, and any employee can turn out crisp, accurate, excellent charts that win praise. Easy to correct or update. The Duchart Manual makes it easy to select and order charts. Duchart methods quickly make even beginners expert!

### NAMES YOU KNOW AMONG DUCHART CUSTOMERS

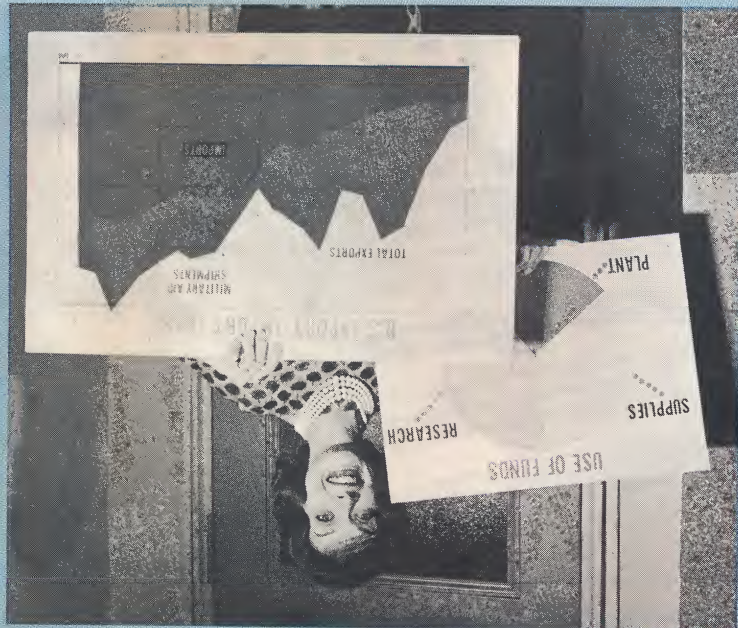
General Electric — NASA — Miami University — Old London Foods — U. S. Rubber — USDA — Bankers Trust — Norfolk Naval Shipyard — NYU — J. P. Stevens — Hemisphere Research — Akron Board of Education — Needham, Louis & Brorby — General Motors — CIBA — DuPont — Standard Security Life Insurance — Esso-Humble. Duchart Kits are also used by many small and medium businesses, organizations, institutions and government agencies.

### MONEY-BACK GUARANTEE

Use your Duchart Kit for a month. If not pleased and satisfied, pay only a nominal charge for materials actually used. Balance will be promptly refunded when Kit is returned where purchased. From experience with many customers large and small, we feel sure you'll be delighted with this new, easy way to make charts fast.

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**Get the charts  
you want, when  
you want them!**  
**...NOW**

## Ready-to-Assemble Materials for Chart-Making... A Complete, Co-ordinated System

### DUCHART MANUAL

- *for selecting charts the easy way*

### DUCHART BACKBOARDS

- *ready-ruled*

### DUCHART BLACK & WHITE BARS

- *4 tones, scaled on back (no measuring!)*

### DUCHART COLOR BARS

- *colors, scaled on back*

### DUCHART BLACK & WHITE PIES

- *4 tones, scaled on back*

### DUCHART COLOR PIES

- *colors, scaled on back*

### DUCHART ALPHA-TABS

- *for titles—easy for anyone to use*

### DUCHART D-DOTS

- *just press on*

### DUCHART D-TABS

- *words & figures—just press on*

### DUCHART SPACING GUIDE

- *for quick, correct spacing*

### DUCHART CONVERSION TABLE

- *calculates for you*

### RUB-ON NUMBERS

- *just press on*

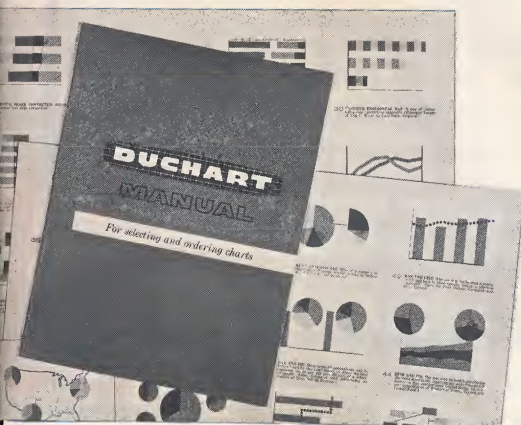
### PLASTIC LINE TAPE

- *easy to use*

### DUCHART INSTRUCTIONS

- *clear, simple, make you an expert*

# *New* For selecting and ordering charts... **Duchart Manual** *to help you*



- 1** Choose the most suitable type of chart for your need
- 2** Visualize your chart in advance
- 3** Order the chart you want without error or confusion by showing exactly what you want

**ONLY \$2.75 or FREE**  
*with "A-V 2" KIT*

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Dear Mr. Executive:

Now you can get the charts you want, quickly, easily and at low cost  
-- as never before !

The new Duchart system ends your need to depend on slow, expensive hand "artwork". Instead, charts are made by simply assembling ready-to-use materials. Any employee can do it.

This tested, proved method makes --

Almost any common type of chart  
In virtually any size  
In colors, or in black and white.

Gives you professional-looking charts to help --

Maintain tight management control  
Keep meetings shorter, more productive  
Make reports easier to digest, more interesting  
Improve decision-making and planning.

Lets you get charts anytime on short notice --

Selected from the Duchart Manual in minutes  
Back on your desk often in under an hour  
Made right in your own office -- no trips, no "favors",  
no waiting, no requisitions or billing.

#### THE COST?

Extremely low. Materials used in making most charts cost only \$1 or so. Complete AV-2 Kit, only \$49.50. This amazing "box that makes charts" is easily kept handy in each office that needs charts.

Clear, tested directions are provided. After an hour or two, any employee can begin turning out excellent charts.

Complete satisfaction is guaranteed on all Duchart materials. Order one or more Kits now. Start getting the charts you need, fast and right. You'll find Duchart Kits a valuable management tool, an important personal help.

Sincerely yours,

*Lee Gray*

LG:D